

ORDER



Orders
Order / Rev: 704172 - 4
Alt Order #: 06261131
Product Desc: AMRCNS 4 PROSPERITY
Estimate: 1854
Flight Dates: 08/08/12 - 08/14/12
Original Date / Rev: 08/02/12 / 08/13/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Mentzer Media Services/ POL
Buying Contact: Elise Cloyd
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Americans For Prosperity
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	83	\$126,680.00	\$107,678.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	83	\$126,680.00	\$107,678.00	0.00
Totals	83	\$126,680.00	\$107,678.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	08/08/12	08/10/12	M-F 6-7a 6-7a 10 News	CM	6-7a -- WTF--	:30	6	\$360.00	P-2	0.00	NM	6	\$2,160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/06/12	08/12/12	-- WTF--		6		\$360.00		0.00				
2	WTSP	08/08/12	08/10/12	CBS This Morning CBS This Morning	CM	7-9a -- WTF-- (7:00 AM-8:00 AM)	:30	3	\$360.00	P-2	0.00	NM	3	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/06/12	08/12/12	-- WTF--		3		\$360.00		0.00				
3	WTSP	08/08/12	08/10/12	M-F 8-9a The Early Show	CM	8-9a -- WTF-- (8:00 AM-9:00 AM)	:30	3	\$360.00	P-2	0.00	NM	3	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/06/12	08/12/12	-- WTF--		3		\$360.00		0.00				
4	WTSP	08/08/12	08/10/12	M-F 5-530p 5-530p 10 News	CM	5-530p -- WTF--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/06/12	08/12/12	-- WTF--		3		\$800.00		0.00				
5	WTSP	08/08/12	08/10/12	7-730p Inside Edition	CM	7-730p -- WTF--	:30	6	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/06/12	08/12/12	-- WTF--		6		\$600.00		0.00				

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 Alt Order #: 06261131
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Advertiser: Americans For Prosperity
 Product Desc: AMRCNS 4 PROSPERITY
 Estimate: 1854
WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	WTSP	08/08/12	08/10/12	7-730p Inside Edition	CM	7-730p	--WTF--	:30	6	\$600.00	P-2	0.00	NM	4	\$2,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12 08/12/12 --WTF-- 6 \$600.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 3 WTSP 08/06/12-08/12/12 7-730p 7-730p --WThF-- :30 (\$600.00) 0.00 NM Credited [mg line 30]															
5 WTSP 08/06/12-08/12/12 7-730p 7-730p --WThF-- :30 (\$600.00) 0.00 NM Credited [mg line 30]															
6	WTSP	08/08/12	08/10/12	730-8p Millionaire	CM	730-8p	--WTF--	:30	6	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12 08/12/12 --WTF-- 6 \$1,200.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 3 WTSP 08/06/12-08/12/12 730-8p 730-8p --WThF-- :30 (\$1,200.00) 0.00 NM Credited [mg line 30]															
7	WTSP	08/08/12	08/10/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	--WTF--	:30	6	\$2,000.00	P-3	0.00	NM	6	\$12,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12 08/12/12 --WTF-- 6 \$2,000.00 0.00															
8	WTSP	08/11/12	08/11/12	Sat 8-10a CBS This Morning Saturday	CM	Sat 8-10a	-----S-	:30	3	\$320.00	P-2	0.00	NM	2	\$640.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12 08/12/12 -----S- 3 \$320.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WTSP 08/06/12-08/12/12 Sat 8-10a Sat 8-10a -----Sa- :30 (\$320.00) 0.00 NM Credited															
9	WTSP	08/12/12	08/12/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a	-----S	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12 08/12/12 -----S 1 \$1,600.00 0.00															
10	WTSP	08/12/12	08/12/12	Sun 630-7p Sun 630-7p 10 News	CM	Sun 630-7p	-----S	:30	1	\$800.00	P-2	0.00	NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12 08/12/12 -----S 1 \$800.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WTSP 08/06/12-08/12/12 Sun 630-7p Sun 630-7p -----Su :30 (\$800.00) 0.00 NM Credited [move to dr phil]															
11	WTSP	08/13/12	08/14/12	M-F 6-7a 6-7a 10 News	CM	6-7a	MT-----	:30	4	\$360.00	P-2	0.00	NM	4	\$1,440.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 MT----- 4 \$360.00 0.00															
12	WTSP	08/13/12	08/14/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	MT-----	:30	2	\$360.00	P-2	0.00	NM	2	\$720.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 MT----- 2 \$360.00 0.00															
13	WTSP	08/13/12	08/14/12	CBS This Morning CBS This Morning	CM	7-9a (8:00 AM-9:00 AM)	MT-----	:30	2	\$360.00	P-2	0.00	NM	2	\$720.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 MT----- 2 \$360.00 0.00															
14	WTSP	08/13/12	08/14/12	M-F 9-930a 10 News, 9a 10 News, 9am	CM	9-9:30A	MT-----	:30	2	\$280.00	P-2	0.00	NM	2	\$560.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 MT----- 2 \$280.00 0.00															
15	WTSP	08/13/12	08/13/12	M-F 930-10a	CM	930-10a	M-----	:30	2	\$280.00	P-2	0.00	NM	2	\$560.00

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WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Millionaire M, W, F/Paid T, Th										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MT-----		2		\$280.00		0.00				
16	WTSP	08/13/12	08/14/12	Price Is Right	CM	11a-12p	MT-----	:30	2	\$1,200.00	P-2	0.00	NM	2 \$2,400.00
				Price Is Right										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MT-----		2		\$1,200.00		0.00				
17	WTSP	08/13/12	08/14/12	M-F 12-1230p	CM	12-1230p	MT-----	:30	2	\$1,100.00	P-2	0.00	NM	2 \$2,200.00
				10 News @ Noon										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MT-----		2		\$1,100.00		0.00				
18	WTSP	08/13/12	08/14/12	M-F 4-5p	CM	4-5p	MT-----	:30	2	\$800.00	P-2	0.00	NM	2 \$1,600.00
				Dr. Phil										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MT-----		2		\$800.00		0.00				
19	WTSP	08/13/12	08/14/12	M-F 5-530p	CM	5-530p	MT-----	:30	2	\$800.00	P-2	0.00	NM	2 \$1,600.00
				5-530p 10 News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MT-----		2		\$800.00		0.00				
20	WTSP	08/13/12	08/14/12	7-730p	CM	7-730p	MT-----	:30	4	\$600.00	P-2	0.00	NM	4 \$2,400.00
				Inside Edition										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MT-----		4		\$600.00		0.00				
21	WTSP	08/13/12	08/14/12	730-8p	CM	730-8p	MT-----	:30	4	\$1,200.00	P-2	0.00	NM	4 \$4,800.00
				Millionaire										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MT-----		4		\$1,200.00		0.00				
22	WTSP	08/13/12	08/14/12	LN (M-F)	CM	M-F 11-1135p	MT-----	:30	4	\$2,000.00	P-3	0.00	NM	4 \$8,000.00
				LN (M-F)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MT-----		4		\$2,000.00		0.00				
23	WTSP	08/14/12	08/14/12	Tue Prime A	CM	Tue 8-9p	-T-----	:30	2	\$8,200.00	P-3	0.00	NM	2 \$16,400.00
				NCIS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-T-----		2		\$8,200.00		0.00				
24	WTSP	08/14/12	08/14/12	Tue Prime B	CM	Tue 9-10p	-T-----	:30	2	\$8,200.00	P-3	0.00	NM	2 \$16,400.00
				NCIS: Los Angeles										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-T-----		2		\$8,200.00		0.00				
25	WTSP	08/14/12	08/14/12	Tue Prime C	CM	10-11p	-T-----	:30	2	\$4,000.00	P-3	0.00	NM	2 \$8,000.00
				The Mentalist										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-T-----		2		\$4,000.00		0.00				
26	WTSP	08/10/12	08/10/12	Bucs Primetime Game	CM	730-1030p	----F--	:30	6	\$4,000.00	P-4	0.00	NM	6 \$24,000.00
				Bucs Primetime Game										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	----F--		6		\$4,000.00		0.00				
27	WTSP	08/10/12	08/10/12	Bucs Pre-Game	CM	Bucs Pre-Game	----F--	:30	2	\$750.00	P-4	0.00	NM	2 \$1,500.00
				Bucs Pre-Game										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	----F--		2		\$750.00		0.00				
29	WTSP	08/08/12	08/10/12	M-F 4-5p	CM	4-5p	--WTF--	:30	1	\$800.00	P-2	0.00	NM	1 \$800.00
				Dr. Phil										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	--WTF--		1		\$800.00		0.00				
30	WTSP	08/12/12	08/12/12	Sun Prime C	CM	Sun 9-10p	-----S	:30	1	\$2,400.00	P-4	0.00	NM	1 \$2,400.00
				Criminal Minds										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-----S		1		\$2,400.00		0.00				

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WTSP-TV

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31	WTSP	08/10/12	08/10/12	Bucs Pre-Game Bucs Pre-Game	CM	Bucs Pre-Game	----F--	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	----F--			1			\$500.00		0.00			
32	WTSP	08/14/12	08/14/12	M-F 6-630p 6-630p 10 News	CM	6-630p	-T-----	:30	1	\$320.00	P-4	0.00	NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----			1			\$320.00		0.00			
													Totals	83	\$126,680.00